in the country. The Ministry of Tourism along with Adventure Tour Operators Association of India (ATOAI) comprising recognized adventure tour operators promote adventure tourism in the country.

Ministry of Tourism extends Central Financial Assistance to the State Governments/UT Administration for the development and promotion of tourism projects including adventure tourism on the basis of proposals received from them subject to availability of funds and *inter-se* priorities. The details of Central Financial Assistance provided to Orissa and Jharkhand for development and promotion of Adventure Tourism is given in the Statement.

Statement

The details of Central assistance extended to Orissa and Jharkhand for development and promotion ofAdventrue Tourism

States	Sl. No.	Name of the Project	Year of Sanction	Amount Sanctioned (Rs. in lakh)
Orissa	1.	Development of Gopalpur-on-Sea (Dist. Ganjam) in Orissa as a tourist destination	2004-05	447.22
	2.	Development of Chilka Lake (Distt. Puri and Ganjam) as a tourist destination	2004-05	389.05
	3.	Watersports, Chanderbhaga, on Bhubaneswar, Dhauli-Puri-	2004-05	262.00
	4.	Integrated development of Koraput Circuit - Koraput Deomali-Jeypore-Upper Kolab-Gupteshwar	2006-07	692.00
Jharkhand	1.	Celebration of Adventure Tourism Festival Ghatshila, Jamshedpur	2005-06	4.20
	2.	Celebration of Hazaribagh Cultural-cum-Adventure Festival at Hazaribagh	2005-06	5.00
	3.	Production of CD ROM on Adventure Tourism	2006-07	9.80

Buddhist tourist potential in Orissa and Jharkhand

4280.SHR1 B.J. PANDA:

MS. MABEL REBELLO:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that India has received amount 5 million tourists during 2007;

(b) if so, whether it is as a result of Incredible India Campaign;

(c) if so, the details thereof, *inter-alia* indicating its action plan to further enhance this figure through tourist-friendly measures; and

(d) what is the action plan of Government to exploit the Buddhist tourist potential of Orissa and Jharkhand States, with a view to improve the economy of this backward regions?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRIMATI KANTI SINGH): (a) Yes, Sir.

(b) and (c) The Incredible India Campaign being undertaken regularly since 2002-03 has created greater awareness about India in the overseas markets. This campaign, in addition to other factors, has contributed to the continuous increase in number of foreign tourists arrivals (FTAs) as may be seen from the figures given below:

Year	FTAs (in million)
2003	2.72
2004	3.45
2005	3.92
2006	4.45
2007	5.00

*Provisional

The steps taken to further enhance the FTAs to India include:—

- Development of tourism infrastructure at tourist sites with the cooperation of other Ministries/Departments and State/UT Governments;
- Focusing on growth of hotel infrastructure, particularly that for budget hotels;
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
- Direct approach to the consumer through electronic and print media through the "Incredible India" Campaign;
- Production and distribution of publicity material;
- Direct co-operative marketing with the airlines, tour operators and wholesalers in overseas markets;
- According greater focus to the emerging markets, particularly of China, North-East Asia and South East Asia;
- Participation in Trade Fairs and Exhibitions;
- Use of internet and web marketing; and
- Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.

(d) Development and promotion of tourism is primarily undertaken by the concerned State Governments/UT Administrations themeselves. Ministry of Tourism extends central financial assistance to States/UTs for tourism related projects including projects for development of Buddhist tourism, based on the proposals received from them in accordance with the scheme guidelines subjects to availability of funds and *inter-se* priority. Assistance is provided under the following schemes:—

- Product/Infrastructure Development for Destinations and Circuits;
- Assistance for Large Revenue Generating Projects;
- Fairs and Festivals (Domestic Campaign);
- Computerization and Information Technology.

During the Tenth Five Year Plan, amount of Rs. 7235.39 lakh and Rs. 4280.44 lakh were sanctioned to Governments of Orissa and Jharkhand respectively for tourism related projects.

To facilitate development of tourism in a systematic and wholistic manner, the Ministry of Tourism had commissioned 20-Year Perspective Plans for States/Union Territories at the beginning of the Tenth Five Year Plan. These perspective plans, which give action plans for tourism development in the short term and long term, were sent to the State/UTGovernment to guide them in initiating action for development and promotion of tourism.

Tourism circuits in Tamil Nadu

4281. SHRI S. ANBALAGAN: Will the Minister of TOURISM be pleased to state:

(a) the details of the heritage monuments and the tourism circuits in Tamil Nadu;

(b) whether the Central Government made any assistance to the State for the development of those monuments and circuits during each of the last three years;

(c) if so, the details thereof and amount spent thereon; and

(d) the achievements made in development of those monuments/sites/circuits in the State?

THE MINISTER OF TOURISM (SHRIMATIAMBIKA SONI): (a) to (d) Development and promotion of places of tourist interest is primarily undertaken by the State Governments/ Union Territory Administrations themselves. The Ministry of Tourism provides Central Financial Assistance every year for the Product/Infrastructure development of tourist destinations/circuits including heritage monuments. Project proposals which are complete as per guidelines, are appraised on the basis *of inter-se* priority and funds released, subject to availability under the respective head during the concerned year. However, implementation and maintenance of the projects sanctioned by the Ministry of Tourism is the responsibility of the State Government. Ministry of Tourism monitors physical and financial progress of the sanctioned projects through site visits and review meetings from time-to-time.

During the Tenth Plan, projects worth Rs. 10,259.84 lakh were sanctioned for the development and promotion of tourism in Tamil Nadu, which include the following projects for monuments at World Heritage sites in the State: